



AMPERAGE
MARKETING

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Internal Communications



“The only way that your brand can be properly explained to your end consumer is when your people, fully immersed in the brand, are able to articulate it.”

— Jui Hong Teoh,
BrandThink, Malaysia



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Why are Internal Communications Important?

What do you gain when you speak to your internal audience?

Purpose of Internal Communications

- Build organizational culture
- Empower employees to make decisions
- Increase effort and efficiency
- Work toward common goals

Purpose of Internal Communications

- Reduce conflict
- Get input from staff on your EMS program
- Employee buy-in leads to psychological/behavioral change

50 Reasons Not To Change



Roadblocks to Internal Communication

- “I don’t have the authority.”
- “It’s not my job.”
- “There’s not enough time.”
- “It’s not our problem.”
- “External communications are more important.”



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Who Is Your Audience?

Your internal audience can be segmented.

Internal Audiences

- Entire staff
- Only specific staff members
- Board of Directors

Who Needs a Plan?

***“A goal without a plan is
just a wish.”***

— Antoine de Saint-Exupéry

Two-Page Communications Plan



Two-Page Communications Plan

Goal:

Intention:

Strategies:

Target Audience(s):

Messaging Points:

- ▶ _____
- ▶ _____
- ▶ _____

Critical Communications Time Periods:

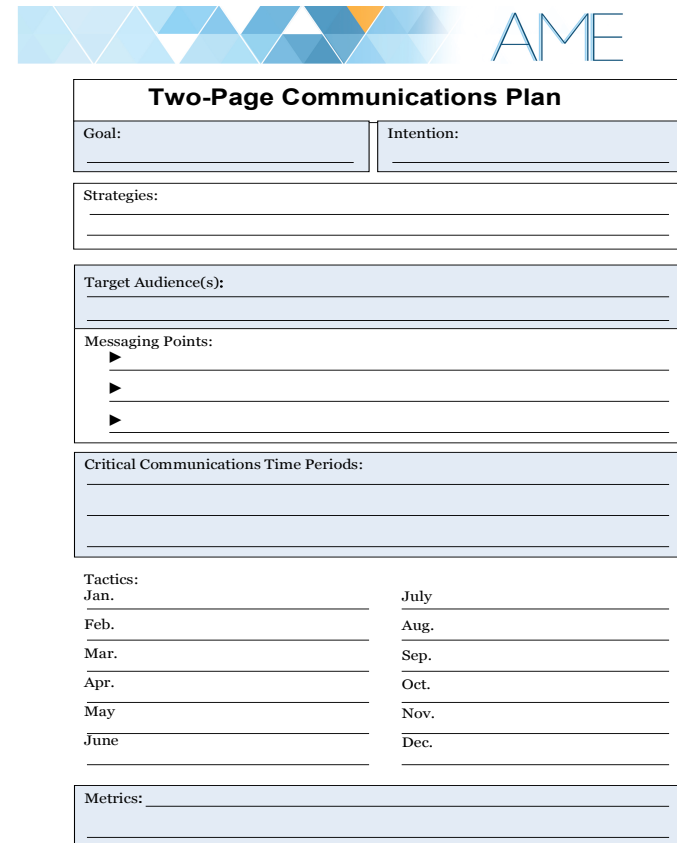
Tactics:

Jan. _____	July _____
Feb. _____	Aug. _____
Mar. _____	Sep. _____
Apr. _____	Oct. _____
May _____	Nov. _____
June _____	Dec. _____

Metrics:

Two-Page Communications Plan

- Goal
- Intention
- Strategies
- Target Audience
- Messaging Points
- Time Periods
- Tactics
- Metrics



Two-Page Communications Plan

Goal: _____ Intention: _____

Strategies: _____

Target Audience(s): _____

Messaging Points: _____

Critical Communications Time Periods: _____

Tactics:

Jan. _____	July _____
Feb. _____	Aug. _____
Mar. _____	Sep. _____
Apr. _____	Oct. _____
May _____	Nov. _____
June _____	Dec. _____

Metrics: _____

Example: Yard Waste Management

- Let's say your agency has an objective to increase awareness and provide resources for backyard composting

What Are Your Internal Communication Goals?

What do you want your internal communications to accomplish?

Goal Setting

- What do you want your staff and board to know or do?
 - Recruit internal communications committee
 - Learn about different elements of backyard composting program
 - Generate ideas to encourage backyard composting
 - Demonstrate understanding of the program



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What Are Your Intentions?

What measureable change do you want to accomplish?

Determine Intentions

- What do you want your staff and board to know or do?
 - Participate in educational events
 - Engagement in idea generation
 - Share program info and resources with friends and family within your community
 - Consider composting at home



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What Are Your Strategies?

How will you accomplish your goals and achieve measurable change?

Strategy Development

- How will you accomplish your goals and meet your intentions?
 - Develop a list of tactics
 - Develop a plan and budget for each
 - Determine who is responsible for accomplishing each tactic



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What Are Your Messages?

Narrow it down to three key points.

Message Development

- We are doing X, Y and Z to encourage backyard composting
- We want you to understand the program and its significance
- We want you to get involved in this yard waste initiative



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When Will You Communicate?

Determine critical internal communications time periods.

Internal Communications Schedule

- Launch of program
- Ongoing “drip campaign” for awareness
- When major milestones are reached
- To share success stories



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What Are Your Tactics?

Which tools and formats work best to reach your internal audiences?

- Organize your tactics into one list

- Goals
- Tactics
- Responsible
- Date
- Cost





Tactics Plan



Goal	Tactic	Responsible	Date	Cost
Recruit committee	Organize a pep rally	Core team member	April	\$50
Educate staff	Create a how-to video for employee break room	Committee member	May	\$50



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What Are Your Metrics?

How will you measure success?



Tactic Idea: Pep Rally

- Hold a program launch pep rally
 - Get staff and board excited about a program
 - Recruit internal communications committee
 - Only has to be 15-20 minutes
 - Consider a PowerPoint presentation to educate on implementation steps
 - Consider a video to fire up the team and further educate them on the program

Tactic Idea: Create or Display a Video

- Create a “How to Compost” video to teach staff to start their own backyard composting
 - Have staff committee members develop concept and film
 - Display video on screens in break-rooms
 - Post video to internal social media sites
 - Facebook and YouTube
- Obtain an educational video about composting and display in break-rooms



Tactic Idea: Employee Newsletter

- Add regular articles about backyard composting to employee newsletters – both paper and digital
 - Committee members can write them
 - Feature photos of staff and board members who are backyard composting
 - If you don't have a newsletter, you can start one

Tactic Idea: Speakers' Dinner

- Invite your employees to dinner
 - Have a guest speaker attend and give a brief presentation about backyard composting
 - If you're group is small enough, host it at the home of someone who can demonstrate his or her own compost setup

Tactic Idea: Backyard Composting Bulletin Board

- Contest to test employee knowledge
 - Each employee writes a fact about backyard composting or about the program implementation on a notecard
 - Or, employees write down ideas about how to spread the word about composting
 - Cards are posted on a bulletin board in visible area
 - Each postcard is a drawing entry for a prize – cash, gift card or PTO
 - Student could create the board



Tactic Idea: Backyard Composting Bulletin Board



Tactic Idea: On-Site Posters

- Create posters, like this agency did
 - You could even develop an acronym about composting



Tactic Idea: T-shirts



Tactic Ideas: Engage Your Staff and Board

- Social media
 - Facebook group page just for staff and board
 - LinkedIn users group
- Brainstorming sessions at staff meetings
 - How can we spread the word internally and externally to encourage fellow employees and board members to participate?
- Idea/suggestion box
- Interactive bulletin board



Tactic Idea: Awards/ Recognition Program

- Establish criteria for composting program awareness
- Create levels of achievement
- Determine tools to measure awareness
 - Metrics – Will be covered in detail later
- Award staff members

Example: Dubuque Metropolitan Area Solid Waste Agency's Idling Policy

Dubuque's Idling Policy

Objective

- Reduce Agency's fuel consumption and greenhouse gas emissions
 - This program depends on staff for implementation

Dubuque's Idling Policy

Target

- Part of bigger plan to reduce Agency's overall carbon footprint by 50%

Dubuque's Idling Policy

- **Audience 1:** Agency landfill equipment and vehicle operators; landfill staff
- **Audience 2:** Other Agency staff members
- **Audience 3:** Agency Board of Directors

Dubuque's Idling Policy

- **Tactics for Audience 1:**



Dubuque's Idling Policy

- **Tactics for Audience 1:**
 - Notices posted in each vehicle and around landfills
- **Tactics for Both Audience 1 and Audience 2:**
 - Email to all staff
 - Article in internal newsletter
 - Postings on staff Facebook page
 - Pictures on bulletin boards

Dubuque's Idling Policy

- **Tactics for Audience 3:**

- Send staff email to Board of Directors
- Board of Directors presentation
- Article in internal newsletter
- Postings on staff Facebook page

Dubuque's Idling Policy

Finally, share your success!

- Within your agency
- With your board
- With other agencies
- With the DNR
- With the general public
 - Covered next in External Communication

Questions?

Work Time (during workshop and back home with team):

- What internal communication tools do you already use, and how can you add EMS communications to them?
- What other ways can you engage your staff and board?
- How can we encourage staff members to join committees? How can we reward committee members?